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# Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 INR-07 LAB-04 NSAE-00

PA-01 SIL-01 USIA-06 PRS-01 NIC-01 SAJ-01 SP-02 /044 W
---------- 055768
R 011125Z APR 75
FM AMEMBASSY ATHENS
TO SECSTATE WASHDC 8109
USDOC WASHDC
INFO AMCONSUL THESSALONIKI

LIMITED OFFICIAL USE ATHENS 2502

E.O. 11652: N/A
TAGS: BEXP, GR
SUBJECT: COMMERCIAL PRESENCE FAIRS (CPF) - GREECE

REF: (A) STATE 035297; (B) ATHENS 069

STATE FOR ASST. SECRETARY ENDERS; COMMERCE FOR ASST SECRETARY DOBBIN

FROM AMBASSADOR KUBISCH

1. FOLLOWING RECEIPT OF STATE/COMMERCE DECISION (REF. A) NOT TO SUPPORT WITH CPF FUNDS US PARTICIPATION IN 1975 THESSALONIKI INTERNATIONAL FAIR, EMBASSY ATHENS HAS SAMPLED THE AMERICAN BUSINESS COMMUNITY FOR POTENTIAL PARTICIPANTS, HAS UNDERTAKEN DISCUSSIONS WITH PROSPECTIVE DESIGNER/CONTRACTORS, AND HAS DEVELOPED ALTERNATIVE BUDGETS FOR CARRYING ON WITH A US PAVILION WITHOUT CPF SUPPORT. I REGRET TO REPORT THAT THE RESULTS OF THIS SURVEY ARE NOT ENCOURAGING. WITHOUT CPF ASSISTANCE, WE WOULD HAVE TO RAISE BOOTH RENTAL TO US PARTICIPANTS BY MORE THAN 50 PERCENT OVER THAT CHARGED LAST YEAR. SUCH AN INCREASE IN BOOTH RENTAL, IN THIS PERIOD OF DEPRESSED ECONOMIC ACTIVITY, RAISES SERIOUS QUESTIONS ABOUT THE VIABILITY OF A US PAVILION. ALREADY SEVERAL AMERICAN COMPANIES WHICH HAVE MAINTAINED EXHIBITS IN OUR PAVILION OVER RECENT YEARS HAVE TOLD US THEY
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CANNOT PARTICIPATE THIS YEAR FOR BUDGETARY REASONS.

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2. I HAVE ALREADY EXPRESSED TO YOU IN REF B MY PERSONAL CONCERNS ON THE IMPLICATIONS OF SERIOUSLY REDUCED PARTICIPATION BY THE US IN THE THESSALONIKI INTERNATIONAL FAIR. MY RECENT VISIT TO THESSALONIKI HAS REINFORCED THESE CONCERNS. THE THESSALONIKI FAIR IS MORE THAN ANOTHER TRADE FAIR; IT IS THE MAJOR INTERNATIONAL COMMERCIAL EVENT OF THE YEAR FOR GREECE, AND IS AN IMPORTANT SOURCE OF PRIDE FOR SENSITIVE NORTHERN GREECE AND FOR GREECE GENERALLY. IT IS ALSO BECOMING A SHOWPLACE FOR EASTERN BLOC ECONOMIC PENETRATION, WITH MAJOR PAVILIONS BY EASTERN EUROPEAN COUNTRIES: POLAND, CZECHOSLOVAKIA, HUNGARY, ROMANIA, ET AL, AND BY THE SOVIET UNION AND PRC. FOR THE US NOT TO PARTICIPATE IN 1975 ON APPROXIMATELY THE SCALE OF OUR PARTICIPATION DURING THE JUNTA YEARS WOULD BE REGARDED BY GREEKS AS BEARING SOME SIGNIFICANCE, AND WOULD BE AN ADDITIONAL IRRITANT IN ALREADY SENSITIVE RELATIONS. ALREADY SENIOR GREEK CENTRAL GOVERNMENT OFFICIALS HAVE QUERIED US ON OUR INTENTIONS. CONVERSELY, PARTICIPATION THIS YEAR WOULD BE AN ADDITIONAL ASSURANCE TO GOG THAT THE US GOVERNMENT WISHES TO PLAY A SUPPORTIVE ROLE IN THE DEVELOPMENT OF THE GREEK ECONOMY.

3. IN LIGHT OF THESE CONSIDERATIONS, I URGE YOU TO RECONSIDER THE ADVERSE IMPLICATIONS FOR US POLICY IN GREECE OF PERMITING THE US TO BE PRICED OUT OF THE THESSALONIKI FAIR THIS YEAR. I WELL APPRECIATE THE BUDGETARY STRINGENCY WHICH DICTATES REDUCED US EXPENDITURES ON A WORLDWIDE BASIS. BUT A MODEST AMOUNT CAN GO A LONG WAY FOR US IN THESSALONIKI. OUR SURVEY INDICATES THAT 23,000 DOLS., IN CPF FUNDS WOULD MAINTAIN 1974 CHARGES TO EXHIBITORS AND ALLOW THEM TO PARTICIPATE WITH NO MORE FINANCIAL BURDEN THAN THEY UNDERTOOK LAST YEAR. SUCH AN ALLOCATION OF CPF FUNDS IN SUPPORT OF THE US PAVILION WOULD ENCOURAGE MANY US COMPANIES TO PARTICIPATE WHICH ARE CURRENTLY RETICENT TO UNDERTAKE THE COST. I BELIEVE THIS IS AN EFFORT WELL WORTH MAKING AND URGE YOU TO RECONSIDER ALLOCATING CPF SUPPORT FOR US PARTICIPATION IN THE THESSALONIKI INTERNATIONAL FIAR THIS YEAR.
KUBISCH

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**Subject:** COMMERCIAL PRESENCE FAIRS (CPF) - GREECE
**TAGS:** BEXP, GR
**To:** STATE COM
**Type:** TE
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